## Claims

## I claim:

- 1. A method for secure electronic transaction authentication, comprising the steps of:
  - a. obtaining transaction information from a vendor;
  - b. obtaining user information, including a secret key from a user;
  - c. electronically performing a message authentication code ("MAC") function on at least some of the transaction information and some of the user information; and
  - d. using a result of the MAC function as private transaction information.
- 2. The method of claim 1, wherein the step of obtaining transaction information comprises obtaining at least one of a name of the vendor, a URL, a transaction amount, a date of transaction, and a time of transaction.
- 3. The method of claim 1, further comprising the step of adding a counter value to the transaction information.
- 4. The method of claim 1, wherein the step of using the result of the MAC function comprises using the result as at least a part of a credit card number.
- 5. The method of claim 1, wherein the step of using the result of the MAC function as private transaction information comprises using the result as at least a part of a user's name.
- 6. A method for verifying secure information for a user, where the user has a secret key, comprising the steps of:
  - a. receiving the secure information;
  - b. receiving transaction information;
  - c. receiving user information;
  - d. electronically performing a message authentication code ("MAC") function on at least some of the transaction information and at least some of the user information using the secret key;
  - e. comparing a result of the

received secure information; and

- f. verifying the received secure information if the result of the MAC function is identical to the received secure information.
- 7. The method of claim 6, wherein the step of receiving the secure information comprises receiving from a vendor private transaction information at least partially containing the result of the MAC function.
- 8. The method of claim 7, wherein the step of receiving from a vendor private transaction information further comprises receiving a user's name at least partially containing the results of the MAC function.
- 9. The method of claim 7, wherein the step of receiving from a vendor private transaction information further comprises receiving a credit card number at least partially containing the results of the MAC function.
- 10. The method of claim 6, wherein the step of receiving transaction information comprises receiving at least one of a name of the vendor, a URL, a transaction amount, a date of transaction, a time of transaction, a name of an item purchased, or an invoice number.
- 11. A method for conducting a secure electronic transaction, comprising the steps of:
  - a. obtaining transaction information from a vendor;
  - b. obtaining user information, including a secret key;
  - c. processing secure information by electronically performing a first MAC function on at least some of the transaction information and some of the user information using the secret key;
  - d. using the secure information in private transaction information;
  - e. a verifier receiving the secure information;
  - f. the verifier receiving the transaction information;
  - g. the verifier receiving the user information;
  - h. electronically performing a second MAC function on at least some of the transaction information and at least some of the user information using the secret key;

- i. comparing a result of the second MAC function with the received secure information; and
- j. verifying the received secure information if the result of the second MAC function are identical to the received secure information.
- 12. The method of claim 11, wherein the step of obtaining transaction information comprises obtaining at least one of a name of the vendor, a URL, a transaction amount, a date of transaction, a time of transaction, a name of an item purchased, or an invoice number.
- 13. The method of claim 11, wherein the step of using the secure information comprises using the result as at least a part of a credit card number.
- 14. The method of claim 11, wherein the step of using the secure information comprises using the result as at least a part of a user's name.
- 15. The method of claim 11, wherein the step of receiving the secure information comprises receiving from a vendor a credit card number at least partially containing the results of the first MAC function.
- 16. The method of claim 11, wherein the step of receiving the secure information comprises receiving from the vendor a user's name at least partially containing the result of the first MAC function.
- 17. The method of claim 11, comprising the step of further adding a counter value to the transaction information.
- 18. An apparatus for providing secure electronic transaction authentication comprising:
  - a. an input configured to obtain transaction information from a vendor, and user information from a user, including a user's secret key;
  - a processor configured to receive the transaction information and the user information and to electronically perform a MAC function on at least some of the transaction information and some of the user information using the secret key; and
  - c. an output configured to output a result of the MAC function for use as private

## transaction information.

- 19. The apparatus of claim 18, wherein the transaction information comprises at least one of a name of the vendor, a URL, a transaction amount, a date of transaction, and a time of transaction.
- 20. The apparatus of claim 18, wherein the processor is further configured to add a counter value to the transaction information.
- 21. The apparatus of claim 18, wherein the private transaction information comprises at least part of a credit card number.
- 22. The apparatus of claim 18, wherein the private transaction information comprises at least part of a user's name.
- 23. An apparatus for verifying secure information for a user, where the user has a secret key, comprising:
  - a. an input configured to receive the secure information, transaction information, and user information;
  - a processor configured to obtain the transaction information and the user information and to electronically perform a MAC function on at least some of the transaction information and at least some of the user information using the secret key;
  - c. the processor further configured to obtain the secure information and a result of the MAC function, and to compare the result of the MAC function with the received secure information; and
  - d. an output configured to output a verification of the secure information if the result of the MAC function are identical to the received secure information.
- 24. The apparatus of claim 23, wherein the private transaction information is a credit card number at least partially containing the secure information.
- 25. The apparatus of claim 23, wherein the private transaction information is a user's name at least partially containing the secure information.
- 26. The apparatus of claim 23, wherein the step of receiving transaction information

comprises receiving at least one of a name of the vendor, a URL, a transaction amount, a date of transaction, a time of transaction, a name of an item purchased, and an invoice number.

- 27. An apparatus for conducting a secure electronic transaction, comprised of:
  - a. an input for receiving transaction information from a vendor, and for obtaining user information from the user, including a secret key;
  - a first processor configured to receive the transaction information and the
    user information and to process secure information by performing a first
    MAC function on at least some of the transaction information and some of
    the user information using the secret key;
  - d. an output configured to output the secure information for use in the secure electronic transaction;
  - e. a verifier input for receiving the secure information, the transaction information, and the user information;
  - f. a second processor configured to receive the transaction information and the user information, and to perform a second MAC function on at least some of the transaction information and at least some of the user information, and to compare a result of the second MAC function with the received secure information; and
  - g. an output configured to output a verification of the secure information if the result of the second MAC function are identical to the received secure information.
- 29. The apparatus of claim 27, wherein the transaction information is at least one of a name of the vendor, a URL, a transaction amount, a date of transaction, a time of transaction, a name of an item purchased, and an invoice number.
- 30. The apparatus of claim 27, wherein the secure information is used as at least a part of a credit card number.
- 31. The apparatus of claim 27, wherein the secure information is used as at least a part of a user's name.

- 32. The apparatus of claim 27, wherein the secure information is a credit card number at least partially containing the result of the first MAC function.
- The apparatus of claim 27, wherein the secure information is a user's name at least partially containing the result of the first MAC function.
- 34. The apparatus of claim 27, wherein the processor for performing the first MAC function adds a counter value to the transaction information.